



AUCTION SERVICES

- Professional Auctioneers
- Event Planning
- Professional Ring men
- Fundraising Consulting
- Live Auction
- Silent Auction
- Event Staff
- Volunteer/Staff Training
- Auction Bid Cards
- Auction Bid Sheets
- Auction Displays
- Auction Set-up
- Event Registration
- Event Check Out

JOE BRADLEY AUCTIONEERS

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Excellence In Auctioneering





ABOUT JOE BRADLEY

From childhood, Joe was trained in the family business. By age 20 he elevated himself to General Manager of the Auction Pool and had complete responsibilities for the setup and conduction of the family's weekly 300 vehicle Auto Auctions. At the age of 30, he focused his attention on the one aspect of the business that he had not mastered; that of the Auctioneer. In 1987 he attended and Graduated from the **Missouri School of Auctioneers** and began his career as an Auctioneer.

Having been in the business for many years, it did not take him long to develop his own style and understanding of exactly what his customers' needs were. Not long after that Joe developed his Auctioning talents which took him away from the family business and launched him into what has become his occupation for the past 15 years.

Always striving to be the best in his field, Joe attended the elite Certified Auctioneers Institute at the University of Indiana. Joe graduated **CAI** Auctioneer class of 1996.

FUNDRAISING AUCTION TIPS

- Set a schedule and stick to it. This will create a respected and organized event.
- A quality sound system is critical to the success of both your Live and Silent Auctions.
- Display your auction items on different levels.
- Less is more. Create simple and easy carry out packages.
- Use simple descriptive titles on the Silent and Live auction displays. List any restrictions.
- Number each auction item and display in numerical order.
- List donors on the auction display boards.
- Use clearly printed bid sheets with pre-printed bid increments on each line. Include the item title and number at the top of each bid sheet.
- Provide ample pre-inked uncapped pens on the auction tables.
- Pre-register guest's credit card and mailing address for an easy checkout.
- Use a professional auctioneer. **Use Joe Bradley!**

FUNDRAISING AUCTIONS

Fundraising Auctions are a great opportunity for charitable organizations. They unite volunteers, donors and local businesses in an entertaining community fundraising event where everyone wins.

The Fundraising Auction has become one of the most popular ways to raise funds for non-profits. Planning an effective, powerful, moneymaking Fundraising Auction takes hard work and exceptional planning. Fortunately, help is available. Joe Bradley Auctioneers will guide your auction committee through the maze of auction planning while showing you creative methods to increase the bottom line at your next Fundraising Auction.

Fundraising Auctions can be fun social events. If planned and executed well, contributors go away feeling positive about your cause and often turn into long-term supporters. Guests enjoy auctions because they receive something for their donation. Sponsors appreciate the exposure, and the event can be a great team building activity for your staff, volunteers and supporters. Not to mention building community awareness of your cause.

Contact **Joe Bradley Auctioneers** today and make your Fundraising Auction the best it can be!

Call 619-297-SOLD (7653)